PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. III. NEW YORK, DECEMBER 17, 1890. NO. 25.

Two Facts.

Fact One. For several years it has been conceded that we do the largest business in our line in the world

Fact Two. This year our business has been much larger than ever before.

These Two Facts combine to make *at least* one strong *reason* why it's worth your while to talk with us regarding your newspaper advertising.

We Believe in having a *good reason* for every business action.

A Talk with us costs nothing but the time it takes, and if after the talk there isn't a

Good Reason for placing your newspaper advertising with us, we not only *don't expect* but

Don't Want it, so don't hesitate to suggest a talk.

N. W. AYER & SON,
Newspaper Advertising Agents,
PHILADELPHIA.

"On the 4th of July, we were at Juneau, the most northern town in Alaska, at which regular steamers stop. Walking along the beach, which is also the main street, our attention was attracted by a familiar object, which, upon closer scrutiny, we found to be a copy of the LADIES' HOME JOURNAL. It was in the hands of a young man who has recently made his home in Juneau, having come there from the State of Georgia, and now has your Journal forwarded. We held a few words of conversation, the fact that we were old friends of the Journal, serving as both introduction and topic. Thus you see, you are reaching out to the ends of the earth. May you go on in continued prosperity."

(Extract from a private letter.)

The Ladies' Home Journal

Goes to 46 different nations of the earth, and is mailed to paid subscribers in this country through nearly, if not quite, 40,000 post offices.

Its total circulation is MORE than

500,000 Copies each issue.

☞Send for the "Story of a Magazine."

CURTIS PUBLISHING CO.,
Philadelphia, Pa.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. III. NEW YORK, DECEMBER 17, 1890. No. 25.

WHAT TO SAY IN HIS ADVERTISEMENT.

I have read what Mr. Powers and other well-informed people have written for PRINTERS' INK on that much discussed question, "What should the advertiser say in his advertisement?" They have written well—but from the point of view of the professional writer of advertisements.

The advertiser—I am referring to the general advertisers in the majority of local papers—fails to change his advertisement because he procrastinates. It seems to be one of these business chores that can be postponed. He decides to write a change of matter as soon as he reaches his desk. That good resolution lasts until his morning's mail gains his attention. Postpones the job until after dinner. In the afternoon business callers drop in, claim attention, and the day slips by. Next day is a repetition of the one before. If he had plenty of time in which to write advertisement copy, the chances are that he wouldn't advertise. Pushing for and getting his share of trade make him a busy man.

Carelessness is another factor. No tradesman will buy a bill of goods to the amount of $100, place the goods on his shelves and make no further effort to sell them. But this is practically what many an advertiser will do with a $100-space in his local paper; contract for the advertisement and let it run week after week without change of matter.

An almost daily inquiry is, "What shall I say in my space?" or "What's the best thing to say in my advertisement?" I invariably reply that the very best, the most sensible, the proper thing to put in the advertisement is exactly what is said over the counter to the customer.

And why? A business man who is selling goods puts his best foot foremost when he has his customer before him. It is his opportunity. He has the buyer's attention. The seller must—if ever—make his opportunity tell. If the buyer proves to be a non-buyer this time, he may ever aftewards remain a non-buyer. The seller will say the best things he can call to mind about his wares or of the article under inspection. He may explain its process of manufacture, its finish, its strength, or other points well to be mentioned. All these may help the customer to decide and the merchant to effect his sale. But the plague of it all seems to be that while he can talk fluently, sensibly and convincingly with, so to speak, his foot on his native heath, the moment he puts pen to paper to write his advertisement copy, his facts and reasons seem to him poor, weak and out of place in print, and he falls back on the stereotyped phrases of "Large Stock," "Big Bargains," etc.

Just there is where he make his mistake. The facts he mentioned, the points he urged, the particular virtues held in commendation are the claims he should bring to the attention of so wide a field of readers—and buyers—as the paper will supply.

Then there is the fear of saying or doing something that may be considered "infra dig." "Our firm doesn't do that style of advertising," "We mustn't compromise the dignity of the firm," "It has too much the appearance of So-and-so's advertisement," etc. Just so long as the advertiser is afraid to cut adrift from the old strings, just so long will his advertisement remain prosy, dull and unattractive.

Often an advertiser remarks that he could sail right in and write easily and freely if he could only get a text—something to start out with for a catch-word or heading. Very well. It isn't every one that has the knack of bringing to mind a taking phrase. Look one up. The best place to look is right in the middle of some bright article in the best newspaper you can lay your hands on. It is surprising

how easy it is to cull out a good heading after you have picked up the idea of how to do it. Run your eye down the column. Presently a group of words will strike the eye, and one can almost intuitively supply the matter to follow and the application of it to the business in hand. A few minutes' search will supply a dozen texts which allow of any amount of latitude if the writer can only grasp the opportunities afforded.

In writing advertisements, as far as possible use every-day phraseology. Don't believe that you're compelled to write pure English—though the best English is none too good. Drop the "attention of readers is called to our stock," etc. The attention of buyers is what you need, and you'll have their attention the moment you succeed in convincing them that you will give, and continue to give, a bigger dollar's worth of a better article than your competitors. Don't try to be too familiar—if you're at all known in the community—and if you're a success as a business man you're bound to be well known, but talk in your advertisement just as you talk to your customer face to face. As far as writing advertisements goes it will come a great deal easier than trying to pound your ideas and thoughts into a shape that you are not familiar with.

F. H. DOBBIN.

STRAY SHOTS.

Why do newspaper men put so many obstacles in the way of advertising patronage? If a merchant sells goods he offers every facility connected with the transaction. He will pack them differently if a customer pays the mere expense of labor, with a slight margin to cover the extra trouble. Newspaper men, on the contrary, sell space at a moderate price, and tack on prohibitive tariffs on the simplest changes. I can understand an extra charge for special position, because that is like a choice in the merchandise—it takes the best and leaves the poorest. But why should the *Staats Zeitung*, of this city, offer six inches of space daily, at $1,200 per annum, if the matter is unchanged, and add $600 if the matter is changed weekly, when the actual cost of setting this type at full union rates would be about $60? If changes were made at a rate at least approximate to the cost of the extra service, its advertising columns would become more interesting, its patrons would be better served and its compositors would be permitted to earn additional wages.

* * * * *

By the way, why have the typographical unions overlooked this point? They demand pure blood money on electrotypes, which are often measured as "fat" to the extent of columns and half pages; but they have never protested against a system which effectually shuts off a decided source of revenue from their craft. If they passed the electros and insisted on equitable terms for all changes of copy, they would increase their revenue mightily.

* * * * *

Twenty-five per cent extra for breaking column rules; twenty-five per cent for indenting matter one em; twenty-five per cent for cuts, whether solid or outline; twenty-five per cent for type larger than brevier; fifty per cent for daily changes—the McKinley bill is nowhere! Yet every one of these charges can be defended better than the matter of changing copy. Double columns, big type, black cuts, outline pictures, or indented matter may each and all seem undesirable to some publishers; but who will claim that changing the wording of the advertisements is an injury to the paper?

ARTEMAS WARD.

SOME FACTS AND FIGURES.

Below we give a tabulated statement of the amount of money spent by us in advertising seeds the past spring in a few of the leading papers and magazines, with the number of answers received from each and the apparent cost of each application.

We say apparent cost, for in the experience of careful records kept for some years past we find that on an average in making application for catalogues one in five mention the name of the paper in which the advertisement was seen.

By dividing the total cost of the advertising in the above papers (amounting to $6,051) by the total number of replies mentioning these papers (6,970) it will be seen that the apparent average cost per reply was 89½ cents. As previously stated, of the total number of applications for catalogues received the past spring only one in five mentioned any paper, and yet we can hardly credit all the applications for catalogues to newspaper advertising,

for the good will of an established mail business will of its own force bring in a number of applications for catalogues independent of any newspaper advertising. We would consider it fair to attribute to newspaper advertising 80 per cent of the applications received each spring, thereby dividing the apparent cost of 89½ cents per application by 4 we have a net cost of about 22 cents for each application than the average cost of desirable applications.

From the same amount spent in newspaper advertising we could easily have received many more applications had we worded our advertisements differently. For instance, we could have described our "Farm Annual" as "a superb book of over 100 pages, elegantly bound in illuminated covers, with beautiful colored plates of rare

	Total cost.	Number of appli cations.	Number of direct sales.	Total number of replies naming papers.	Apparent cost of each applicant.
American Cultivator	$ 32.60	20	2	22	$ 1.48
Argosy	47.51	6	...	6	7.92
Baltimore American	25.87	11	...	11	2.35
American Grange Bulletin	13.80	12	...	12	1.15
American Rural Home	107.81	142	14	156	.69
American Agriculturist	214.50	274	37	311	.69
Atlantic Monthly	54.99	4	11	15	3.67
Omaha Weekly Bee	50.37	53	3	56	.90
Weekly Constitution	27.60	47	...	47	.58
Weekly Courier Journal	127.01	22	14	36	3.53
Congregationalist	79.38	20	62	82	.96
Christian Advocate (N. Y.)	153.72	40	60	100	1.54
Christian Union	119.03	43	127	170	.70
Christian Advocate (Nashville)	58.21	31	35	66	.88
Central Christian Advocate	57.34	26	21	47	1.22
Christian Advocate (St. Louis)	46.74	29	57	66	.71
Christian Herald	130.36	50	50	100	1.20
Century Magazine	496.10	312	306	618	.80
Cosmopolitan	54.98	...	22	22	2.50
Delineator	225.40	117	336	453	.50
Farm and Fireside	305.79	709	61	770	.40
Farmers' Review	45.18	40	12	52	.87
Farm Journal	282.00	447	204	651	.43
Globe-Democrat	120.75	70	20	90	1.34
Gleanings in Bee Culture	14.17	12	...	12	1.18
Harper's Magazine	169.77	34	246	280	.61
Home and Farm	135.85	60	22	182	.75
Housekeeper	150.42	70	97	167	.90
Weekly Inter Ocean	158.13	60	12	72	2.19
Weekly Interior	52.13	14	27	41	1.27
New York Ledger	250.00	16	43	59	4.24
Lippincott's Magazine	20.20	...	1	1	20.50
Metropolitan	114.87	15	1	16	7.15
Mirror and Farmer	36.66	12	1	13	2.82
Orchard and Garden	28.98	24	...	24	1.21
New York Observer	39.74	15	1	16	2.48
Ohio Farmer	102.00	60	11	71	1.44
Popular Gardening	100.30	16	80	76	1.32
Poultry World	13.80	4	...	4	3.45
Scribner's Magazine	197.13	74	112	186	1.01
Sunday School Times	297.65	74	110	182	1.63
St. Nicholas	42.34	10	22	32	1.32
Weekly Tribune (N. Y.)	114.12	40	5	45	2.54
Voice	211.14	20	60	80	2.63
Witness	73.60	60	84	147	.50
Western Christian Advocate	57.35	22	20	42	1.36
Weekly World	72.45	60	...	60	1.21
Youth's Companion	750.17	247	956	1,203	.62
	$5,051.01	3,645	3,325	6,970	$101.44

received from newspaper advertising. We would here state that this average net cost from the above papers is also the average net cost per application from all papers in which we have advertised the past season.

Now this cost per name may seem extremely high, and it is indeed a high cost, but from conversation with other advertisers we believe it is no higher

new flowers and choice vegetables, painted from nature by a prominent New York artist," and we would have received a flood of postal cards, mostly from women and children applying merely for the pictures. But of course such applications are not desirable, and it is our aim to so word advertisements as to interest and draw replies only from those who really have occasion to

use seeds. Therefore in our display advertising in every case we ended with such words as "Order now and ask for," implying that to get the catalogue it was necessary to send an order or at least to show an intention of ordering eventually.

The third column of the above list is headed "number of direct sales;" this means the number of orders received direct from advertising a cheap 25-cent collection of flower seeds.

It will be noticed that the *Argosy*, New York *Ledger* and *Metropolitan*, of New York, all papers of very large circulation, brought in very meagre returns, emphasizing what we said in our last article that it does not pay seedsmen to advertise in literary weeklies which circulate mostly in cities and large towns. Neither do we consider trade journals good mediums for seed advertising; notice the high cost per application in the *Poultry World*, which is a valuable medium for advertising thoroughbred poultry, yet its readers look only for poultry news and do not seem to be attracted by advertisements of other goods.

Summary: Our candid opinion as to the results of newspaper advertising during 1889 and 1890 is that it has not been productive of direct profits; by this we mean not only does display advertising fail to show sufficient direct returns, but also that catalogue advertising, counting cost of the applications, plus the cost of the catalogues and the correspondence which they entail, fail to bring an appreciable profit.

We consider, however, all newspaper advertising to be largely dependent upon the influence which cannot be traced, but which it undoubtedly exercises over the mind of the general public, particularly of that portion of the public who have already received the seedman's catalogue whose name is thus kept before them.

We would be very much pleased to have other advertisers give their experience, with figures and relative cost, as we have done above, and we feel quite sure that the net cost of each application attributable to advertising will prove to be in the neighborhood of 20 cents each, provided the advertiser has not begged the readers to send for his very handsome catalogue, colored plates, etc., whether they expect to buy or not.—*W. Atlee Burpee, in the American Florist.*

ADVERTISING IN ST. LOUIS.

Mr. William H. Baker is the advertisement writer of one of our biggest dry-goods stores. He gives it as his opinion—we presume he is candid—that St. Louis merchants are "awfully unprogressive, at least in their advertising." As readers and advertisers alike may be interested in what he says, we give his opinion below, without comment.

Mr. Baker is, as far as we know, the youngest professional advertisement writer in the country, yet a unique torturer of words, a master of "display" and full of eccentricities.

This is what he says:

"I don't like St. Louis advertisements. Take a St. Louis and a Philadelphia newspaper. Are there any advertisements in the former worth reading—that entertain and convince you as you read? Yes, one or two—not over two. Now take the Philadelphia paper. One-half of its advertisements have evidences of having been carefully and intelligently prepared. It is a pleasure to read them—it is a pleasure to look at them. The fair, tasty display and proper wording of the Philadelphia advertisements are lacking in the home papers—fault of the advertisers more than of the much-abused compositor.

"And yet St. Louis merchants, as compared with other cities, are about the most liberal advertisers in the country—they use more newspaper space—and oftener than other merchants. By the way, they get it cheaper. Eastern newspapers are high priced—some of them charge extra for breaking the column rules—that is, setting an advertisement double column or wider—while the St. Louis journals will obligingly zigzag your advertisements all over the page, if you so desire, without extra compensation. St. Louis newspaper advertising is cheap—*cheap*. And being so very few, their influence is greater and circulation more diversified, compared with Eastern papers—rank-growing weeds.

"The more reason, it seems to me, why our advertisers should give more attention to the preparation of their announcements. Whatever the price, no advertiser ever pays too much. Newspaper space is alway worth all that is asked. The more reason for using it properly.

"There is a style of advertising, almost exclusively Western, the remains of a time when shop-keepers wrote their own advertisements, which printers call 'stud horse.' It is distinguished by its great scattered, uncouth display, and bombastic, self-laudatory expressions. I call it the 'broadside bombastic.' I dislike it as heartily as I admire the 'candid communication confidential.' In my own opinion—I am meek enough to admit that I may be prejudiced—this is the only proper style. This also seems to be the opinion of Mr. J. E. Powers, of New York, whom I consider the most intelligent, skillful, capable and readable advertisementer in the country.

"Why is it that St. Louis merchants have never fully—thoroughly—investigated and tried this style?

"Frank Siddall's answer would be—'clams.'

"This 'only proper' style—the 'candid communication confidential'—is adaptable to any and all business—dry goods to lamps, teas to shovels, shoes to books, stoves to cities—the range is without limit or bounds.

"The idea of advertising is to make known certain propositions or conditions. The word itself tells that. To make your announcements seen and read before others is your object. You must have uncommon display—the 'only proper' supplies that by its very plainness and simplicity; it catches the eye by its distinct comeliness. But it must be well written. An advertisement of this style must be bright, piquant, terse, tasty, the words well chosen and felicitous.

"Take any late number of the *Century;* turn to the advertisements of pearl glass, Pittsburg lamps, Ceylon tea, Murphy's varnish, popular loans; they are the best, because they are the most readable and absorbing advertisements in the entire book. I always read 'em before I do the 'innards'—the literary articles.

"This is the sort I would like to see in general use. I believe in it.

"The newspaper, that great and powerful agent that goes into the homes of the million day by day, takes with it your announcement. Every person who looks at the paper sees your advertisement, but every person doesn't read it. These are patent facts. You must get the person interested. If he finds your advertisement readable one day he will look for it again the next day. That man is a possible customer. You must not neglect him, no more than you would the customer within your store. He reads on and will come to you when he gets ready—no more than any other customer does.

"Again, some St. Louis merchants are so unreasonable as to expect an advertisement to sell goods. It can't—never will. It is no more than an agreeable invitation to call and see certain things—its duty is done when it has brought the customer to the store—there the sale depends on the sales-clerk—he can do or undo the best advertisement that was ever written. He must work in the spirit of the advertisement. I have no good opinion of the average St. Louis sales-clerk—he is too much like the 'stud-horse' advertisement.

"Credit this to John Wanamaker: 'Commercial literature in advertising is too great a force in modern life to be ignored. You can neither evade the fact nor your own relation to it. It has influence and makes impression whether you will or not.' I believe that.

"Another fault that I find with St. Louis shop-keepers is, I think, just. Some pretend to employ an advertisement writer—that is, though they have such an ornament, they don't make constant, regular display of it—don't seem to appreciate it. So accustomed are they to writing their own advertisements, from old days, that they still persist in doing so at times, much to the despair of the worthy advertisement writer and the amusing perplexity of the advertisement-reading public, who cannot fail to notice the great dissimilarity of phrasing, and wonder greatly thereat. This practice certainly does no good.

"Another fault to wind up with. To quote the aforementioned Mr. Powers: 'Another mistake is to fill one's advertising with anxiety to sell. This anxiety shows, and it shows that the man is so full of his own anxieties that he has no room in his mind for you or the truth. You do not trust him. His anxiety defeats itself.'

"I believe him.

"As Mr. Powers says, 'the common practice is to pay for advertising space and to think too little of what they put in it.'"

This applies mightily well to St. Louis advertisers.—*St. Louis Republic.*

EVEN the smallest advertisements, properly displayed, yield good returns in proportion to their cost.—*A. N. Kellogg Newspaper Co.*

THE PRIZE ADVERTISEMENTS.

In accordance with a former announcement, PRINTERS' INK gives on the following pages a few of the more noticeable advertisements entered in its prize contest. A pamphlet to be issued later will contain nearly all of the entries.

We sell Advertising!

DO PEOPLE KNOW WHAT YOU SELL?

GEO. P. ROWELL & CO. command the advertising space of a continent. SPRUCE ST., New York.

Designed by Henry C. Gauss, Oil City, Pa.

NEWSPAPER ADVERTISING BUREAU

ESTABLISHED 1865.

No. 10 SPRUCE STREET NEW YORK

TELEGRAPHIC.

To Geo. P. Rowell & Co.,
10 Spruce St., N. Y.:

"Get the best service you can for me for $5000." Details left to you. A. WISEMAN.

It will cost you lots of money to get an experience equal to ours unless you buy it from us, in which case the expense is at the minimum and the result great.

BEYOND ANY QUESTION

We can and will do you more good in newspaper advertising with a given amount of money than it will be possible for you to realize with any one else.

BEST RESULTS

Usually follow where most skill is added to long and successful experience. THAT'S WHERE WE COME IN. EXPERTS IN NEWSPAPER ADVERTISING.

CONTINUOUS

JUDICIOUS, PERSISTENT, TO-THE-POINT NEWSPAPER ADVERTISING ALWAYS PAYS.

WE MAKE ESTIMATES

For prospective purchasers of advertising. Our book will tell you

ALL ABOUT IT.

Mailed upon application.

THIRTY CENTS.

IMPORTANT AND TRUE.

We have a more thoroughly perfected system and better facilities for conducting the necessary negotiations with newspaper publishers, and watching the fulfillment of advertising contracts than has ever been attempted elsewhere.

SEND THE CASH

And say what you want to accomplish. We have the best possible combination, facilities, long experience and experts in the business, to carry out your wishes, and get better results than can be obtained elsewhere.

GEO. P. ROWELL & CO.

EXPERTS IN NEWSPAPER ADVERTISING.

Designed by Erastus M. Miles, Chicago, Ill.

YOU ADVERTISE
to increase your business.

OUR *BUSINESS* is to secure for you that business increase.

Our interests are mutual.

OVER Quarter of a Century has given us an experience in placing advertisements that leaves no fear of the service we can secure, no doubt of the results.

We have positive, accurate knowledge of the circulation—its value as an advertising medium—of every publication in America. We get you the most service for the money. We are not selling, but are buying for you in the lowest market; and do not charge for our services. Our commission is paid by the publishers.

Address GEO. P. ROWELL & Co.,
Newspaper Advertising Bureau,
10 Spruce St., New York City.

Designed by Geo. Nelson, Jersey City, N. J.



WE SOW THE



YOU REAP THE

$ $ $ $

ROWELL'S Business is devoted to the interests of both **AMERICAN** and Foreign Advertisers of all classes. His **NEWSPAPER** experience has been the means of bringing **ADVERTISING** almost to a state of perfection. His vast **BUREAU** of valuable information has enriched many, and **10** chances to one, he can show you how to make your business **SPRUCE** up and produce large gains. To all advertisers in **NEW YORK** State and elsewhere he pays his respects.

Designed by John Hally Lindsay, Albany, N. Y.

Ambitious Man!

If you think your trade too narrow and thin, that more good people would buy your stuff (whatever it is) at your price, if they knew about it and you and your dealing— — —write us.

Something may come of it. Nothing may come of it. No harm done.

We have made more fortunes than one, and thrown away money.

Which we can do for you depends on—you, your goods, your dealing, your temper and manners, your faith, your money; and our own skill—but that has been tried ten thousand times. We do not often fail, because we do not mean to attempt the impossible.

GEO. P. ROWELL & CO.,
Makers and Placers of Advertising.

10 Spruce Street, New York.

Designed by J. E. Powers, New York, N. Y.

YOUR BUSINESS / OUR BUSINESS } = GOOD BUSINESS. SEE?

YOU KNOW what you have to sell. You know what kind of people have use for what you have to sell, and you know how to sell them the goods if you can find them and get them to listen to you. **THAT'S YOUR BUSINESS.**

WE KNOW where to find your kind of people. We can send your message right in among them, so that they will be sure to listen to it. We can do this for you better and cheaper than you can do it yourself. **THAT'S OUR BUSINESS.**

TWO HEADS are better than one. You tell us about your business, we'll tell you about ours, and together we will tell others, and bring you customers for your wares.

THAT'S GOOD BUSINESS.

Write to
GEO. P. ROWELL & CO.,
10 Spruce Street, New York City.

Designed by Thomas S. Anderson, Delaware, O.



Designed by Frank J. Bonnelle, Boston, Mass.

THE AMERICAN DRAMA

BoomiNG BUSINESS BY ADVERTISING.

25TH YEAR.

GEO. P. ROWELL & CO.

THE QUESTION.

SCENE I.

Enter MERCHANT.

Merch. To do it, or not to do it;—
That is the question:
To venture,—to ADVERTISE.—to
Banish obscurity, and rout
Bold competition. To no longer
suffer the slings and arrows of
Outrageous fortune, but take arms against the
sea of people that pass me by—and
By *advertising*,— halt them!
For who would bear the whips and
Scorns of failure, or grunt and sweat
Under a weary life,—when he
himself, might, his fortune make,
With printers' ink;—'tis a
Consummation devoutly to be wish'd—but
WHEN!—and WHERE!—and HOW!—to
Advertise:—ay, there's the rub!

Enter ROWELL.

Rowell. For twenty-five years we have made NEWSPAPER ADVERTISING our special business. We have successfully invested for patrons, millions of dollars.

THE ANSWER.

SCENE II.

We publish annually *The American Newspaper Directory*, an immense volume of 1452 pages. It is the most complete reference book for advertisers in the world—Price $5.

We publish weekly "A Journal for Advertisers," called *Printers' Ink*. Every issue contains advice by the most experienced advertisement writers, on how to *write* and *display* ads. Send for a sample copy—free.

NEWSPAPER ADVERTISING. (256 pages, 175th edition) is the title of our advertisers' Guide-book. This book contains "*Nine Bargains for Experimenters*."

"The Preferred List," a "$2 List,"—and a very large list of Newspapers in which we can insert advertisements for *less than one-half* the publishers' price. The chapter entitled, "How to Get the Most Service for the Money," is alone worth to advertisers ten times the price of the book—*30 cents by mail.*

ADMISSION FREE. We charge advertisers nothing for our services. They are paid for by the newspaper publishers. We invite correspondence.

We specially desire the patronage of *experienced advertisers*, and others, who are aware of our high standing with publishers, our unrivaled facilities, and who will appreciate service that is governed by principles of integrity.

GEO. P. ROWELL & CO., 10 Spruce St., N. Y.

Designed by Franklin Putnam, N. Y. City.

A WORLD'S FAIR EXHIBIT.



GEO. P. ROWELL & CO'S.
NEWSPAPER ADVERTISING
BUREAU.
10 SPRUCE ST. NEW YORK.

Designed by S. H. Horgan, New York.

25 YEARS'
EXPERIENCE
IN
NEWSPAPER
ADVERTISING

Geo. P. Rowell & Co.

Newspaper Advertising Bureau,

No 10 SPRUCE STREET,

NEW YORK.

BEST SYSTEM
FAIR RATES
A
TRIAL ORDER
SOLICITED

Designed by G. H. Powell, Peabody, Mass.

WHEN YOU have a message to send you put it in the hands of some well-organized delivery system, postal or telegraph, and when you want to

ADVERTISE WHY NOT do likewise? This can be done by submitting it to the firm of GEORGE P. ROWELL & CO., 10 Spruce St., New York. They have tested all methods, and perfected a system by which the advertiser can

GET THE LARGEST AND BEST CIRCULATION FOR THE LEAST OUTLAY.

Designed by B. M. Lewis, Pittsburgh, Pa.

We Place the Advertising.
They Buy the Goods.
You Reap the Harvest.

"The Best is The Cheapest."

We Have the BEST and most complete system of placing Newspaper Advertising contracts and watching their fulfillment yet attempted.

You Get the BEST service by sending the advertisement (accompanied by check) and saying what is wanted, leaving the details to us.

They Are the BEST pleased who do business in this way. It is often possible to give **to-day** better service than could have been promised yesterday.

If you want the BEST write to

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., N. Y.

Designed by Wm. Johnston, Brooklyn, N. Y.

Advertising

Is recognized as indispensable to business prosperity; the only question that needs of solution is

How it should be done.

This we are prepared to answer for those contemplating general newspaper advertising.

Do you want to use 17, 170, 1,700 or 17,000 publications?

Would you talk to the inhabitants of one town, one county, one State, or of all North America?

Do you wish to invest $10, $100, $1,000, $10,000, $100,000 or $1,000,000 in advertising?

See us or write us. State your wishes fully. Our time and experience are at the disposal of advertisers who value the advantages of intelligent, prompt and original methods.

GEO. P. ROWELL & CO.,
NEWSPAPER ADVERTISING BUREAU,
New York City.

Designed by C. E. Kennedy, Cleveland, Ohio.

REACH THE PEOPLE.

You can **reach** some of the people all the time.

You can reach all **the** people some of the time.

You can reach all the **people** all of the time, through the

Newspaper Advertising Bureau

OF

GEO. P. ROWELL & CO.

Designed by Geo. F. Morse, Nyack, N. Y.

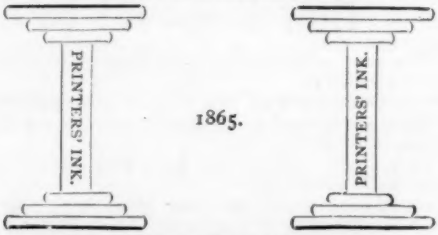
PRINTERS' INK.

GEO. P. ROWELL & CO.,

NEWSPAPER ADVERTISING BUREAU,

10 Spruce St., New York.

An advertisement inserted once in "Preferred List" will reach the homes of more than fifty million people.



IN GOOD FAITH.

How like the perfect column is a successful industry! The perfect column is quarried and chiseled, hammered and cut, turned on its every side until the rounded work of art and beauty is put into place to support lintel and wall—and all that goes beyond—until the finial crowns the edifice. The above industry has been cut and chiseled by the fiercest competition, turned and met on every side by the attrition of opposing forces, yet all the time taking shape until, in the rounded symmetry of GOOD SERVICE, LOW PRICES and FAIR DEALING, it has taken its place in the marvelous Temple of Trade.

Designed by Miss Muriel Leicester, Brooklyn, N. Y.

A well-written, neatly displayed advertisement is a finger-post on the thoroughfare of Business, ever pointing the way-farer to your place of business.

Designed by Geo. Nelson, Jersey City.

An "Ad"—And by this we mean an "advertisement"—should possess enough of typographical art to claim attention, but not so much that the subject matter fails of impressing the reader. Remember, an advertisement more to gain **Is Read** information than to please the eye. The successful advertising agent always keeps this fact in view, just as he puts forth his best efforts to secure for his customer low rates, good publications and favorable localities.

If you want expert advice on how and where to advertise, address

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
NEW YORK CITY.

Designed by C. E. Kennedy, Cleveland, O.

For a { Quarter / Century

ADVERTISING

1865

has been placed by us all over the United States and Canada amounting to a **Million Dollars Annually,** and not once have we been accused of breaking faith with a customer or refusing to pay a bill on the day received.

CONTRACTS

intrusted to us in future will receive the benefit of our Quarter Century of experience, coupled with ample capital and the good will of the publishers, thus enabling us to give our patrons better service than can elsewhere be obtained.

1890

Send 30 cents for a 256 page book entitled NEWSPAPER ADVERTISING, which gives the correct circulation of all papers published in the United States and Canada.

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., N. Y.

Designed by Wm. Johnston, Brooklyn, N. Y.

P. T. BARNUM IS DEAD

right when he says printer's ink brought him fame and fortune. He is now over eighty years old and has never had occasion to take back that statement; so it may well serve as

The Great Showman's Epitaph

and it becomes all intelligent men to study its deep significance. The one great salient fact in

Mr. Barnum's Career

was his discovery of the great potency of printer's ink. Therefore, advertisers, take heed and if you wish to bring your wares to the eyes of the people, go to those who have reduced advertising to a science.

GEO. P. ROWELL & CO., 10 Spruce Street, New York, who for twenty-five years have received and forwarded advertisements to newspapers throughout the country have won their way to distinction in this business.

This firm represents the choicest selection of American periodical publications, and advertisers will serve their best interests by directing their patronage into channels that are so promising in good results.

Designed by Geo. B. Helmle, Brooklyn, N. Y.

INVESTMENT { **PROTECTIVE** { **TAXES,** **INSURANCE.** / **ACCUMULATIVE.** { **PLANT,** **STOCK,** **WAGES,** **ADVERTISING.**

IN THESE ITEMS OF EXPENSE
All MERCHANTS and MANUFACTURERS are INTERESTED.

ASSUMING that for the best results in the last item—Advertising—the services of a reliable agency are desirable, it is noteworthy that the man who requires the bureau to guarantee in advance just what it can do in the matter of price is necessarily adding to his INSURANCE expense, for no agency can guarantee a price on what it does not own without assuming a risk nor can it assume a risk without being paid a PREMIUM.

: : : : THE RESULT is that when an estimate becomes a guarantee, the advertiser has increased one item of expense, viz., INSURANCE, without reducing the other, viz., ADVERTISING. In other words, he is a loser.

An Honest Estimate is
Always a Guide
Never a Bait
TO ADVERTISERS.



FOR SUCH AN ESTIMATE
address
GEO. P. ROWELL & CO.
No. 10 SPRUCE STREET,
NEW YORK.

Designed by Wm. White, Buffalo, N. Y.

To Advertise

Is easily done; but to

Do It Well

Is quite another thing. That requires Ample Capital, Long Experience and a Thorough Knowledge of the Publications of the Country.

We have these requirements, and will use them for your benefit, if you wish We secure Honest Service at Honest Prices.

If you don't know just **how,** or **where,** or **when** to advertise, tell us what you want, and **how much money** you can spend. We will do the BEST we can for you. In other words,

"You Sign a Check, and we do the Rest."

Geo. P. Rowell & Co.,
No. 10 Spruce Street,
NEW YORK CITY.

Designed by W. C. Griswold, Centrebrook, Conn.



Thrown Carelessly Around

May Attract Attention, but it Counts for Little. If Employed Judiciously its Force is Irresistible!

ADVERTISING

Is recognized as indispensable to business prosperity; the only question that needs of solution is

HOW TO DO IT.

This we are prepared to answer for those contemplating general newspaper advertising.

Do you want to use 17, 170, 1,700 or 17,000 publications?

Would you talk to the inhabitants of one town, one county, one State, or of all North America?

Do you wish to invest $10, $100, $1,000, $10,000 $100,000 or $1,000,000 in advertising?

See us or write us. State your wishes fully. Our time and experience are at the disposal of advertisers who value the advantages of intelligent, prompt and original methods.

GEO. P. ROWELL & CO.,
NEWSPAPER ADVERTISING BUREAU,
New York City.

Designed by C. E. Kennedy, Cleveland, Ohio

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; $50 a page; one-half page, $25; one-fourth page, $12.50. First or Last Page, $100. Second Page, next to the Last Page, or Page first following reading matter, $75. Double-column advertisements occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, DECEMBER 17, 1890.

AN advertisement to be good should have originality. Surprise is an element of wit. The unexpected attracts attention and makes an impression. The impression created by the advertisement should be a favorable one, however, or harm rather than good is accomplished.

IT is the theory with some that advertisements are never read; that when the reading matter has been glanced over the paper is thrown aside. However true this may be with newspapers generally, it has no application at all to PRINTERS' INK. The advertisements in this little journal are not by any means the least interesting portion, neither are they the portion that receives least attention from readers. The advertisements in PRINTERS' INK are full of ideas.

How much money is spent in a single year in newspaper advertising? is a question sometimes raised, but in reply to which it is impossible to give anything but a very rough guess. The following is a rather ingenious way of estimating it: According to that veracious authority, the American Newspaper Directory, the total yearly output of newspapers in the United States and Canada is 3,481,610,000 copies. Estimating the price of these at three cents apiece—which is surely low enough for an average price—we secure the figures $104,448,300. Now it is generally admitted that a newspaper's income from advertising is in excess of its income from sales of papers. Consequently, at the very lowest limit, the amount of money spent in newspaper advertising in the United States and Canada annually may be estimated at 110 millions of dollars. This does very well for a starting point; can some one suggest a better method of getting at these figures?

IN a church fair paper published at Passaic, N. J., appears the following amusing advertisement inserted by a leading lawyer:

THOMAS M. MOORE, LAWYER AND STOVE DEALER.

I have for sale two handsome stoves in my office.

No. 1 is a combined double-back-action self-feeder and masticator. He is the best stove I ever associated with. He cost me $40 and has been a great comfort.

No. 2 is smaller. She is a red, rosy-cheek creature, very companionable.

Why do I part with these warm friends? It is because my landlord is about to put steam heat into the building. Do I think steam-heaters are as good as stoves? Oh, no.

An expert Passaic stove dealer, while trying to sell me a stove last summer, on his way to church, said that stoves had many advantages over steam-heaters.

"Stoves," said he, "act on the principle of the solar system, whereas steam is hydraulic. Stoves generate caloric and are antiseptic. Steam produces vapor and is aqueous. If a woman goes near a hot stove she will get dry. If she goes near a hot steam she will get wet." I asked him why he said "woman," and he replied that in Passaic a man was "dry" wherever he was. I told him I was a temperance man and left him.

Testimonials to these stories of mine will be furnished by W. W. Scott, A. Stearns Kilgour, J. E. Miller, George McDanolds, the traveler; Richard Morrell, General Spencer, Miss Henrietta Wagner, Miss Hart, the Passaic librarian; George Baker.

This leads one to reflect how much the general public has missed by that absurd rule of the legal and medical professions which prohibits advertising.

THE advertiser who would learn how to construct his advertisements may study with advantage the work of known masters in this line. The advertisements of Joseph Burnett, of Boston, set the example of the popular four-inch advertisement with only two or three words or lines of text. Rogers, Peet & Co., of New York city, inaugurated the outline pictures—a new one every day. Dr. Warner, of Rochester, invented the thrilling-incident head-lines and matter set in reading-matter type with position next following reading matter. Some catarrh doctors have added to Warner's invention the portrait of a patient, and carried the practice to such length that now any portrait that ap-

pears of single-column width suggests that the person represented has lately been cured of something. It has been said that Powers, the advertisement writer, invented the Philadelphia confidential style of advertising set in long primer. The soap advertisements have gone furthest in the use of pictures—really beautiful some of them. Sozodont is advertised in poetical stanzas. Whatever you do, don't fail to use type that is easily read. Old English, German text and other styles, pretty to look at but hard to read, are to be avoided. Give your advertisement plenty of space and put it in the best papers. A selected position is worth double price if it is really good.

SUCCESS IS NEVER CERTAIN.

HARTFORD, N. Y., Dec. 2, 1890.

Editor of PRINTERS' INK:

I notice on page 550 of PRINTERS' INK the article "One-time Advertisements." Do I understand from it that you would discourage the small advertiser or the advertiser who wishes to make a start, and who has but a very small amount to start with? For instance, the "budding advertiser" with but $5 or $10 to start with, is sure to be "nipped in the bud" if he invests the above amount only for a one-time advertisement. He desires to follow it up with another and another, but depending upon his first effort that fails to draw enough trade to enable him to place the second. You are in just the position to give valuable advice to this class of aspirants. Shall we invest our $5 or $10, or shall we wait until we earn $50 or $100 with which to make the trial?

J. H. MARTIN.

There was nothing in the article referred to either to encourage or discourage the very small advertiser. It is possible for an advertiser to begin advertising with a working capital of $10, but whether he will make it pay or not depends on the wording of his advertisement and the character of the article he has for sale. If it is some cheap and attractive novelty it is not unlikely that a few lines in a widely circulating medium will bring him enough cash orders to enable him gradually to extend his business. Some of the most successful advertisers have begun in a very small way; but generally speaking "the budding advertiser with but $5 or $10" will not stand much of a chance. —[*Ed.* PRINTERS' INK.

FOR SALE.

Advertisements under this head 25 cents a line

FOR SALE—One-half interest in Weekly Paper in Central Kentucky. Good location, with good business. Address "N. B.," care of PRINTERS' INK.

GOOD, PAYING DEMOCRATIC WEEKLY (official) in splendid Iowa city of 3,000; worth $5,000; will sell for $3,000. Address "IOWA," care PRINTERS' INK.

FOR SALE.—Leading Trade Journal in a large Eastern city. No encumbrance. Rare opportunity for the right person. Apply Griggs & Carleton, 302 Broadway.

$1,000 WILL SECURE a promising Newspaper and Job Office in one of the best towns in Southwest Virginia. Must be sold. L. Box 11, Bluefield, W. Va.

THE ENSIGN, Nephi, Utah.—Best semi-weekly in Utah. Nephi, county seat of Juab, has 3,800 people. Junction of Union Pacific and S. P. Address JAMES H. WALLIS.

FOR SALE—A Republican Daily and Weekly, in city of 10,000, in Michigan. Fine plant, location and business. Price, $10,000, but cash talks. Address "WOLVERINE," care PRINTERS' INK.

FOR SALE—Names and addresses of merchants, farmers, professional or any class of men in Kentucky, at $3.00 per thousand; written copies. Address "SMITH," Box 26, Eastwood, Ky.

SECOND-HAND MATERIAL.—Consolidating two large plants gives us considerable good type and other printing material to sell. Here are some bargains. Address A. D. HOSTERMAN & CO., Springfield, Ohio.

FOR SALE—The entire or one-half interest in the leading Daily and Weekly Democratic Paper of one of the most prosperous towns in New York State. Parties who are unable to pay at least $2,000 in cash need not apply to "B. F.," care PRINTERS' INK.

FOR SALE—MORNING NEWSPAPER in a growing city within 500 miles of New York. An opportunity for an energetic party with moderate capital. Other business requires attention of present owner. Address "NEW YORK," care PRINTERS' INK.

FOR SALE—A NEWSPAPER OUTFIT—The type, web press, stereotyping apparatus, boiler, 2 fine engines and material of the Memphis *Avalanche*, recently consolidated with the *Appeal*, are offered for sale at a bargain. Address APPEAL-AVALANCHE, Memphis, Tenn.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it, with a dollar bill, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

$10,000 BUYS old-established Republican Newspaper in Wisconsin; only Republican paper at county seat in strongly Republican county. Owns its own building, steam power and other modern appliances. Official patronage, complete job department and good business. Reasons for selling, other interests demand. Address "WISCONSIN," care PRINTERS' INK.

FOR SALE—One of the leading newspapers of Mississippi. Complete newspaper office. Complete job printing office. Good circulation, and doing a large business. Official journal of the county in which it is located. Published in a city of 7,000 inhabitants. Only reason for selling is that the proprietor has had a stroke of paralysis. Address THE DISPATCH, Mrs. S. C. MAER, Proprietor, Columbus, Miss.

$15,000—ON long-time payments—will buy one of the best Job Offices in a city of 275,000 population. Business is well established. Made $3,000 over and above expenses in the last six months. To the right man would sell an interest for $8,000, and guarantee him $3,000 per year for 3 years. Reasons for selling—poor health and desire to retire from active business. Address Box 13, care of PRINTERS' INK.

PICTORIAL ADVERTISEMENTS.

Consequent on the action lately taken with regard to certain pictorial advertisements displayed on the hoardings of the metropolis, and in anticipation of any further proceedings of a like character, the London Billposters' Protection Association have decided to adopt a course of their own in the matter. At their first annual meeting the other day they resolved to "appoint six gentlemen to act as a committee of censors, whose decision in regard to any poster shall be absolutely binding upon the whole of the members." It was further resolved that "Any member of the association can, by communication with the hon. secretary, demand a decision of the committee of censors upon any poster. Immediately upon the receipt of such demand the hon. secretary shall at once telegraph to each member of the association, so as to prevent contracts being entered into for the poster in question; and, in the event of any member having, previous to the receipt of such telegram, entered into a contract for exhibiting a poster which the committee of censors decide shall not be exhibited, the association undertake to hold such member harmless against any action that may be brought for breach of such contract."—*The People, England.*

THE BEST ADVERTISING MEDIUM.

The action taken by the Colorado Passenger Agents' Association on advertising turns out to be of a somewhat important character. The sentiment of their agreement is to the effect that newspapers furnish the best and most efficient medium for railroad advertising. Heretofore it has been the custom for the roads to place advertisements almost everywhere space could be secured. The agreements were not always for cash. Solicitors, anxious for a bargain, were willing to accept transportation, or, indeed, any convertible consideration which would repay them for the publication. Directories, pamphlets, fly-leaves of books, circulars, guides and innumerable other prints have been the subjects of patronage from the Passenger Agents.

The Colorado association agreed to recognize hereafter only two classes of advertising as standard and legitimate, viz.: The public press and the publications or prints issued directly by and under the direction of railroad companies. They covenanted to reject all offers for advertising in hotel registers, books, directories, pamphlets, guides, etc. All such offers will be rejected, whatever the terms may be.—*Louisville Courier-Journal.*

QUICK WORK ON DAILIES.

"It has been a subject of wonder to me," said a retired newspaper compositor, "how the numerous advertisements in a morning newspaper these days are set up so tastily and in so brief a time. While standing in the counting-room of the *Republic* a few minutes one evening last week there came 15 or 20 persons with copy for advertisements to appear in the next day's paper, some to occupy a page, others a half page, and so on down to 50 lines double column. The copy was mostly written on large sheets of manila paper, in some instances making quite a bundle for each advertisement. I fancied that the printer, to put in type the manuscript that came while I was waiting, to say nothing of what had already been received or came afterwards, would have to run the matter together, like a trustee's sale, with a line of big type at the top and bottom to make the required space. I was surprised next morning to see all the advertisements properly classified, artistically arranged, and the feature of each displayed so as to catch the eye at once. When I was at the business a merchant or business man wanting an advertisement to occupy more than a column in width was required to furnish copy several days in advance of its publication.—*St. Louis Republic.*

THERE is a great deal in writing an attractive advertisement. Do you give your advertisements your best attention? If you expect to do a large business on the fact that you know so many people, you will get left. The ones you don't know are greatly in the majority. How are you to reach them in the most favorable manner at the least expense? By placing an attractive advertisement in the newspaper.—*Lincoln (Neb.) Courier.*

YOU can educate yourself to be a critic in the matter of advertising. Study the art.—*Cincinnati Commercial Gazette.*

[*Established* 1780.]



"LA BELLE CHOCOLATIÈRE."
W. BAKER & CO.'S REGISTERED TRADE-MARK.

No Chemicals are used in any of *Walter Baker & Co.'s Chocolate* and *Cocoa Preparations.*

These preparations have stood the test of public approval for *more than one hundred years*, and are the acknowledged standard of purity and excellence.

* * * We cannot have other than good results from lists having so wide a circulation as those of the A. N. Kellogg Newspaper Co.

WALTER BAKER & CO.

Per J. F. HOWLAND.

BOSTON, May 10, 1890.

A HIDDEN MEANING.

From the Atlanta Constitution.

A Georgia editor announces that there is "life in the old land yet." (This means a dozen cash subscribers and a free pass.)

A GOOD 'POSSUM DOG WANTED.

From the Atlanta Constitution.

The editor of the Sandersville *Progress* announces that he wants to borrow "a good 'possum dog." He says, "We took a bushel of potatoes on subscription last week, and we must have some 'possums to go with them. Send us a good dog."

PROBABLY WRITTEN BY THE CIRCULATION EDITOR.

From the American Art Printer.

An exchange says: "We have a compositor in this office, the great friction of whose movements over the types in his stick fuses them solid like a stereo plate. The only way to prevent this is to have his case submerged in water; and the rapidity of his motions keeps the water boiling and bubbling, so that eggs have been frequently boiled in the space-box. Pipes lead from the bottom of his case to the boiler in the press-room, and the steam generated by our compositor's motions runs the power press. In one day 'he set' so much type that it took all hands, from the editor to the devil, two weeks to read the proofs, and it was not his best day for setting type, either."

WANTS.

Advertisements under this head 25 cents a line

WANTED—An Estimate Clerk. Apply to Geo. P. Rowell & Co., 10 Spruce St., N.Y.

WANTED—Circulars, &c., to distribute with my own circulars throughout Kentucky at $3.00 per thousand. Cash with order. A. J. SMITH, Eastwood, Ky.

WANTED—Agents, Male or Female, one in every large city, to handle a fine illustrated Ladies' Weekly Journal. No capital required, but intelligence, industry and good references. Excellent offer. Address "INDUSTRY," P. O. Box 1182, Philadelphia, Pa.

WANTED, an energetic Special Advertising Agent, with plenty of hustle and a good connection, to represent our monthly publication in the United States, or half of it. Circulation 40,000 per month. Address "WIVES AND DAUGHTERS," London, Can.

A MAN with a reputation as advertisement writer, designer, and manager of printing and publishing, will contract to take charge of advertising department where talent and experience are needed. Salary not less than $2,000 to start. Address "MAN WITH A REPUTATION," care PRINTERS' INK.

ADVERTISING—An A 1 Advertising Man, 25, possessing tact and experience to successfully manage the Advertising Department of first-class publication, with acquaintance in New York, Boston and Philadelphia, will be open to accept such engagement January 1, 1891. Magazine preferred. Address "MANAGER," P. O. Box 1153, N. Y. City.

EVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

SITUATION WANTED—A gentleman, who has just resigned the management of a large Western Daily Newspaper, desires position as business or advertising manager. Can furnish excellent credentials as to ability in either department. Address "N. H.," care PRINTERS' INK.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

FIGARO.

ALLEN'S.

ALLEN'S MILLION.

N. Y. *Argosy*, 114,000 w.

ALLEN'S LISTS—Results.

FARMERS' CALL, Quincy, Ill.

BAPTIST AND HERALD, Dallas, Texas.

NEW HAVEN NEWS.—Best advertising medium.

SAN FRANCISCO BULLETIN is read by the purchasing class.

WEATHERFORD (Texas) CONSTITUTION, 1 in., 1 yr., $22.80 net.

SAN FRANCISCO CALL has the most "Want" advertisements.

LEISURE MOMENTS—10,000; cheapest at $1 an inch. Salem, N. J.

THE NEWS—Largest circulation in Kingston, Ont. Over 2,000 daily.

SAN FRANCISCO CALL is the best morning newspaper in California.

SAN FRANCISCO BULLETIN, the leading Evening Paper of California.

SAN FRANCISCO CALL is the people's medium and a family paper.

SAN FRANCISCO BULLETIN has the largest bona fide circulation.

SAN FRANCISCO CALL is unequaled in circulation, character and influence.

WHAT does the Bible say about Politics? Christian Patriot, Morristown, Tenn.

THE ADVERTISERS' GUIDE. Mailed free by STANLEY DAY, New Market, N. J.

FIGARO—CHICAGO—Goes weekly to the best and wealthiest people of the city.

WESTERN PLOWMAN. 10,000 Dealers, 15,000 Farmers, every month. Moline, Ill.

THE TOPEKA CAPITAL reaches more Kansas readers than any other publication.

THE TOPEKA DAILY AND WEEKLY CAPITAL thoroughly cover the State of Kansas.

THE TOPEKA CAPITAL has no rival as a newspaper or advertising medium in Kansas.

THE TOPEKA CAPITAL, published at Topeka, Kansas, is the newspaper of Kansas.

ADVERTISER AND FARMER—25,000; $2.50 an inch. 15th EACH MONTH. Bay Shore, N. Y.

THE TOPEKA CAPITAL, published at Topeka, Kansas, is the advertising medium of Kansas.

DOCTORS read THE THERAPEUTIC ANALYST. Contains the best medical literature. Guaranteed issue over 5,000 m.

BAPTIST AND HERALD, Dallas, Texas. $2,000 a week. In its 40th vol. Eastern office, 11 Tribune Building, N. Y.

THE TOPEKA DAILY CAPITAL is the only morning paper published at Topeka, the capital of Kansas. It reaches every city in the State.

THE TOPEKA WEEKLY CAPITAL is read by all classes of Kansas farmers, and reaches over one thousand post-offices within the State.

DO YOU WISH TO REACH THE BEST families in the South? Then advertise in THE CHURCH YEAR, Jacksonville, Fla. Circulation I I ***.

YOU can run a local illustrated paper at a PROFIT. We will tell you how. ATLANTIC PUBLISHING COMPANY, 35 Warren St., New York City.

SCIENCE, published at New York, N. Y., is one of a select list of journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium.

THE SOUTHERN HORTICULTURAL JOURNAL, Weatherford, Texas, is the leading horticultural paper of the South and has the largest circulation.

GOOD NEWS; boys' and girls' paper; 16 pages; illustrated; circulation, 100,000. 50 cents a line. STREET & SMITH, Publishers, 25 to 31 Rose St., New York.

PUBLISHERS who wish to offer an attractive Premium should write us. We have the strongest puller of the season. MORLAN & CO., Salem, Ohio. Delivered free.

TEXAS BAPTIST AND HERALD, Dallas, Texas. The leading Baptist publication of the South-West. Now in its 40th volume. Eastern office, 11 Tribune Building, N. Y.

A FOUNTAIN PEN, with Wharton's Ink, mailed for 25 cents. The ink is the best, offered low to introduce in any quantity. WHARTON & CO., Nashville, Tennessee.

GET A SENSIBLE BOOK to keep track of your advertising in—LUCIEN'S ADVERTISER'S RECORD. Simple, perfect, cheap. Sample page free. L. P. SMITH & CO., Hartford, Ct.

THE LORD & THOMAS Religious Newspaper Combination is THE medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

PAPER DEALERS.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of PRINTERS' INK.

COLUMBUS, Ohio.—THE OHIO STATE JOURNAL, Daily, Weekly and Sunday, is credited with being the leading paper by all newspaper authorities. Daily, 12,000; Sunday, 15,000; Weekly, 22,000.

CANADA, the new monthly, edited by Matthew Richey Knight, published at Benton, New Brunswick, just the thing for Canadian advertising. 50 cents an inch. Rates will be raised soon.

TRADE MARKS for live advertisers designed, protected, advised about. Ditto, labels. Both great advertising aids to specialties. CHAS. F. BENJAMIN, Patent Attorney, Washington. Advice free.

THE CHRISTIAN ADVOCATE, New York City, is one of the 43 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 50,000 and 75,000 copies each issue.

THE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

THE PHARMACEUTICAL ERA, published at Detroit, Mich., is one of a select list of pharmaceutical journals recommended by Geo. P. Rowell & Co. The ERA has the *largest* circulation of any journal to the drug trade.

SAN FRANCISCO CALL, estab. 1856; actual circulation: D. 55,063; S. 57,742; W. 22,846.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

A TWO-LINE NOTICE in PRINTERS' INK, under heading of Special Notices, is brought to the attention of 20,000 advertisers every week for a whole year for $26; 3 lines will cost $39; 4 lines, $52; 5 lines, $65; 6 lines, $78; 7 lines, $91; 8 lines, $104.

FARM-POULTRY, Boston, Mass.—Ably edited to instruct the artisans, mechanics and families in the suburbs of towns who, as well as farmers, Keep a Few Hens, how to keep Poultry for Profit; therefore, an excellent general advertisers' medium.

SALT LAKE TRIBUNE—Daily and Weekly. Largest circulation in Utah, Idaho, Montana and Rocky Mountain region. Read by everybody. Only seven (7) day paper, and best advertising medium in Utah. See Geo. P. Rowell & Co's list for verification.

WHENEVER an advertiser does business with our Advertising Agency to the amount of $10, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of $50, he will be presented with a complimentary copy of the American Newspaper Directory; a book of 1,450 pages, price $5. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

ACTIVE and industrious men, who understand something about NEWSPAPERS AND WISH TO START ONE in their own town or another field known to them, can hear of an opportunity to do it, without using any of THEIR OWN CAPITAL, by addressing "NEWSPAPER," care of PRINTERS' INK.

THE ARGOSY, New York, a high grade, illustrated family weekly (32 pages), is one of 36 publications that, according to a list published by Geo. P. Rowell & Co., circulate between 75,000 and 100,000 copies each issue. *The average is* 114,000. *Advertising, 60 cents per line, with discount for amounts.*

THE MEDICAL WORLD (Philadelphia) has a circulation larger than that of any other medical journal in the world. Its books, press rooms and binding rooms are open to inspection at any and all times. Shows all kinds of proof of circulation and invites comparison with any other medical journal.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 25 cents a line each issue for two lines or more.

NORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list THE BULLETIN, Daily and Weekly, is named for Norwich.

THE LEADER, Daily and Weekly, Springfield, Mo., is acknowledged to be the best family newspaper in the Southwest. It is therefore the most valuable advertising medium. A glance at THE LEADER will substantiate this fact. Being a member of the Trans-Mississippi Associated Press, the news of the world is furnished daily. THE LEADER solicits advertising from all reliable agents and the public generally. CHAMBERS & KENNEDY.

I WILL GIVE $100 IN GOLD to the individual who suggests the best way to spend $5,000 advertising the Utica (N. Y.) Conservatory of Music. Any means may be suggested. Mr. Geo. P. Rowell, Editor PRINTERS' INK, and I will act as judges. The competition will close December 20th. Illustrated catalogue mailed free. LOUIS LOMBARD, Director.

THE MEDICAL BRIEF (St. Louis) has unquestionably the largest circulation of any medical journal in the world. *It shows its prosperity on its face.* Compare its paper, reading matter, advertisements, etc., with any other medical journal of same price. We furnish, upon request, *absolute* proof of *an excess* of thirty thousand copies *each issue.*

ADVERTISING MATTER, SAMPLES, Etc., "judiciously" distributed in Chicago and immediate suburbs. We don't handle lottery, secret disease, or other "snide" advertising. We have been established since 1882, and keep a corps of reliable men (boys not employed). Such houses as Marshall Field & Co., "The Fair," "The Hub," The Chicago Daily News, The Chicago Herald, Lord & Thomas, etc., intrust their work to us. Why not you? Correspondence solicited. THE BOWYER CIRCULAR ADVERTISING CO., 155 Washington St., Chicago. Mention PRINTERS' INK.

BEATTY'S ORGANS $35. Pianos $130 For catalogue, address Hon. D. F. BEATTY, Washington, N. J.

GEO. F. NELSON,
WRITER & DESIGNER OF ADS.
1025 AVE. D, BAYONNE, N. J.

I WILL PAY one hundred dollars for a good motto.

Electropoise
(TRADE MARK.)
1425 N. Y. Ave., Washington, D. C.

Dodd's Advertising Agency, 265 Washington Street, Boston.
Send for Estimate.
RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

AUSTRALIAN. Before fixing up your Australian contracts for advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 369 to 373 George St., Sydney, Australia.

MONEY CAN BE MADE if you have a good article to sell, by advertising in newspapers. So advertisers say. How did they do it? Write to us about what you have to advertise, and we will tell you how and whether NEWSPAPERS ARE LIKELY TO PAY YOU.
J. L. STACK & CO.
Newspaper Advertising Agents
ST. PAUL, MINN.
ADVERTISE SUCCESSFUL STACK'S GUIDE

"I Write Adv's" for *general* advertisers. Pamphlets, Circulars, Letters. "Rates reasonably high." Trade-marks, names, etc., designed. **Counselor for Advertisers**; *"I place adv's."* **GEO. W. ELLIOTT, Rochester, N. Y.**

A SECRET
of success in advertising is attractive display. My business is designing, planning and placing advertising.
A. L. POPE, Advertising Agent, St. Louis, Mo.

A. L. TEELE,

ROOM 62 TRIBUNE BUILDING, NEW YORK,
WRITES AND DESIGNS
Advertising.

My work is chiefly distinguished for
DIGNIFIED AND GRACEFUL DICTION,
CORRECT COMMERCIAL PHRASEOLOGY,
CONCISE, FORCIBLE STATEMENTS,
LOGICAL, CONVINCING STYLE,
TASTE IN TYPOGRAPHICAL DISPLAY.
Will make yearly arrangements for 1891.
Highest New York references.

The Largest Order for Advertising
IN MONTHLY PERIODICALS
Ever Given in the World by a Single Advertiser to a Single Publisher!

ALLEN'S LISTS
receive an order for advertising amounting to
TWENTY-ONE THOUSAND SIX HUNDRED DOLLARS!

No other publisher will receive this line of advertising, because, as the advertiser states: "There exist no other mediums good enough and strong enough to carry it."

Honest count wins! Results to advertisers win! High quality of circulation wins! All-round merit wins! ALLEN'S LISTS have been and are paying their patrons better than any other general advertising mediums in America.

That is the reason why they are receiving the LARGEST patronage of any General Advertising Mediums in America.

OFFICE OF R. W. SEARS,
MINNEAPOLIS, Minn., July 25th, 1890.
E. C. ALLEN, Esq., Augusta, Maine.

Dear Sir—I have this day made a contract with Charles H. Fuller's Advertising Agency for five thousand lines in the advertising columns of Allen's Lists, to be used in twelve issues of same, commencing September, 1890.

I have, as you know, advertised to a considerable extent for years, using all the best advertising mediums. I have had phenomenal returns from Allen's Lists. According to their cost they have not only paid me better, but immensely better, than any other mediums, and it is for this reason that I am now able to patronize them so extensively. This heavy amount of advertising of five thousand lines in twelve issues will be given to no other publisher and will appear in no other mediums, for the reason that my experience has demonstrated that there exist no other mediums good enough and strong enough to carry it.

Very truly yours, R. W. SEARS.

We Want You

to know that the best paper in Jersey City is the *Evening Journal.* It is founded on solid merit, backed by ample capital and conducted with honest enterprise. The fact that we have gained the largest circulation in Hudson County (see Rowell's Directory for 1890) proves that our claims are more than empty boasts.

You Want Us

The leading daily in such a place as Jersey City cannot be overlooked by any general advertiser. The *Evening Journal* is the home paper of the people. All advertisers who deal with us are treated firmly yet courteously. We make it a point to see that our patrons get the worth of their money, so far as we can accomplish it.

Daily Circulation, - 12,350.

THE EVENING JOURNAL,
Jersey City, N. J.

ST. LOUIS
Journal of Agriculture.

A Weekly Farm Paper, published in St. Louis for past 25 years.

We issue 41,000 *Copies*
to paid subscribers weekly.

We send sworn statements to this effect, and will prove it in any other way, or we ask no pay.

Postage paid by the JOURNAL OF AGRICULTURE during the months of October and November, 1890:

October, 1890.

Oct. 3rd.....	4224	pounds.....		$42.24
" 10th.....	4244	"	.....	42.44
" 17th.....	4205	"	.....	42.05
" 23rd.....	4204	"	.....	42.04
" 30th.....	4050	"	.....	40.50

November, 1890.

Nov. 6th.....	4269	pounds.....		$42.69
" 13th.....	4210	"	.....	42.10
" 20th.....	5589	"	.....	55.89
" 27th.....	6598	"	.....	65.98

For advertising rates, address any of the agents, or

Journal of Agriculture,
ST. LOUIS, MO.

E.—
EMPLOY EXPERTS
to write your advertisements, and you are sure to attract notice.

EXPERIENCE AND
natural ability, combined with persistent and

EARNEST EFFORTS
are certain to boom your business quickly, and they

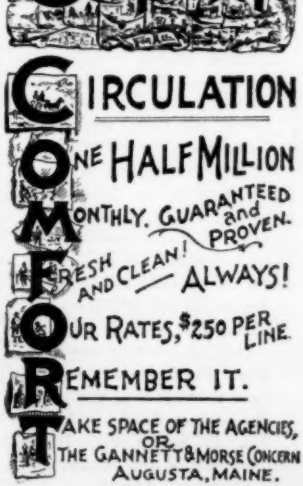
EASILY EFFECT
what all merchants wish, and cause an

EXTRAORDINARY
rush to the store advertised. We can aid you to accomplish your

ENDS
by furnishing original ideas. Write for particulars.

O. J. GUDE & CO.,
GENERAL ADVERTISERS,
113 Sixth Avenue, New York.

JOHN S. GREY,
Literary Department.



TO GENERAL ADVERTISERS.

Seattle, Washington, Board of Aldermen on November 12 voted to make

The Seattle Press

THE CITY OFFICIAL PAPER

For One Year.

The Aldermen's committee reported that the award should be made to

The CHEAPEST and BEST Paper.

Advertisers who understand what this means will of course profit by this information, as rates are still low.

TO PUBLISHERS.

Any publisher of a Newspaper who desires to educate his patrons on the subject of advertising, with a view of causing them to become more liberal advertisers, may subscribe for a limited number of copies of PRINTERS' INK, to be sent to designated names, and may pay for their subscriptions by inserting an advertisement of Geo. P. Rowell & Co's Advertising Bureau, in full settlement at his schedule advertising rates, without discount or commission. Publishers wishing to avail themselves of this offer may address PRINTERS' INK, No. 10 Spruce St., New York, stating the number of subscriptions desired.

A sample copy of PRINTERS' INK, issue of December 24th, will be sent to every newspaper in the United States and Canada. The edition will exceed 35,000 copies.

A sample copy of PRINTERS' INK, issue of January 7th, will be sent to every name in the American Advertiser Reporter year book. The edition will exceed 59,000 copies.

No advance above schedule rates will be charged for advertising space in these special editions.

"Book of Ideas for Advertisers;"

Or, "100 IDEAS FOR 100 CENTS."

By D. T. MALLETT, Advertisement Writer,
and Author of "When"; "Hints for Business Men"; "Talks With Traders," etc.

D. T. Mallett is an advertisement writer of broad ideas and extensive experience. He has made most excellent hits in writing for himself, and now offers his services to others in different parts of the country. Some of Mr. Mallett's advertising, now before us, shows the care with which he does his work, and indicates that he brings a high grade of ability to bear upon the undertaking.

From "THE OFFICE."
NEW YORK CITY. SEPTEMBER, 1890.

What Is Said of This New Book:

"A very handy book to have at hand when we wish to produce a striking advertisement and find our own ideas a little slow."

"As an aid to preparing unique advertisements, without the aid of expensive cuts, it has no equal, and is indispensable to any advertiser who desires to reap the full benefit from his outlay for advertising."

"With the use of this book a fresh advertisement may be had twice a week throughout the entire year."

"If but one single idea had served my purpose, the book would have paid for itself: and as a literary curiosity it is alone worth the price."

It is indisputable that if one-tenth of the amount spent on general advertising was first expended upon the method in which it was presented to the public, the results of such prepared advertising would be immediate and the returns more remunerative.

The scope of "The Book of Ideas for Advertisers" can be partly realized when the following lines of trade are mentioned as being included in its original specimens of striking advertisements.

Groceries	Saws	Tinware	Coal
Dress Goods	Seeds	Neckties	Coke
Men's Shoes	Boats	Hair Restorer	Wood
Ladies' Shoes	Caps	Gold Paint	Shoes
Kindling Wood	Vests	Sporting Goods	Flour
Upholstering	Coats	Florists	Apples
Picture Framing	Shot	Bird Cages	Quinces
Art Goods	Cake	Rubber Goods	Oranges
Insurance	Pies	Dry Goods	Pears
Real Estate	Chairs	Clothing	Plums
Finance	Paint	Nurseries	Lemons
Mortgages	Carpets	Furniture	Peaches
Savings Banks	Pianos	Valises	Coffee
Key Fitting	Tailors	Door Knobs	Lumber
Bell Hanging	Cloaks	Physicians	Stoves
Electrical Work	Trunks	Picture Knobs	Teas
Wedding Gifts	Stoves	Christmas Goods	Loans
Hardware	Medicine	Bakery	Inks
Crockery	Surgery	Fur Goods	Cards
Stationery	Diamonds	Sealskins	Glass
Poultry	Hammers	Millinery	Books
Butter	Castings	Newspapers	Eggs
Jewelry	Overcoats	Restaurants	Hats
Lamps	Mattresses	Etc.	Tools

Do Your Ad's Pay? **Are any of the above in your line?**

Can you use an Idea? The latest edition of "The Book of Ideas for Advertisers" will be promptly forwarded by mail, postpaid, upon receipt of **One Dollar.**

Address **D. T. MALLETT,**
Care of Geo. P. Rowell & Co., Publishers,
10 Spruce St., New York City.

TRADE
NEWSPAPERS
OF
KNOWN
CIRCULATION
MARK

SWORN STATEMENT OF CIRCULATION

OF THE

Seattle Post-Intelligencer,

For the month ending October 31st, 1890:

October 1	9,850	Daily	October 18	10,000	Daily
" 2	11,150	"	" 19	11,300	"
" 3	10,000	"	" 20	10,000	"
" 4	9,900	"	" 21	10,000	"
" 5	11,300	"	" 22	10,000	"
" 6	9,900	"	" 23	10,000	"
" 7	9,950	"	" 24	10,000	"
" 8	9,950	"	" 25	10,150	"
" 9	9,950	"	" 26	11,300	"
" 10	9,950	"	" 27	10,000	"
" 11	10,000	"	" 28	10,000	"
" 12	11,300	"	" 29	10,000	"
" 13	10,000	"	" 30	10,000	"
" 14	10,000	"	" 31	10,000	"
" 15	10,000	"			
" 16	10,000	"	Total	315,900	"
" 17	10,000	"			

Average Daily Circulation..... 10,000.

October 2	10,450	Weekly
" 9	10,500	"
" 16	10,500	"
" 23	10,500	"
" 30	10,500	"
Total	52,450	"

Average Weekly..... 10,490.

I, C. A. Hughes, Business Manager of said POST-INTELLIGENCER, do hereby certify that the foregoing statement is true.

(Signed) C. A. HUGHES, Business Mgr.

State of Washington, } ss:
King County. }

Subscribed in my presence and sworn to before me by said C. A. Hughes this 1st day of Nov., 1890. (Signed) STEWART E. SMITH, Notary Public.

A. FRANK RICHARDSON,

EASTERN REPRESENTATIVE,

12, 14 & 15 Tribune Building, NEW YORK.

317 Chamber of Commerce, CHICAGO.

"It is indispensable."

The Sunday School Times pleases its readers. Every mail brings renewal subscriptions, and almost every letter contains encomiums and encouragement for its publishers. "It is indispensable" for Sunday school workers is the summary. There is an army of active and intelligent Christian people studying every week over 151,000 copies of *The Sunday School Times*. It has achieved the position of being the leading Sunday school lesson help in this country by securing for its readers the services of the best Christian scholars wherever they can be found, here or abroad.

The readers approve this policy. The paper is published to be helpful to its readers—not to be an advertising sheet.

Advertisers who can get into *The Sunday School Times* (not every advertiser can) receive more for their money than can be had in any other religious publication:

Largest circulation
Highest character
Strongest Guaranty.

We try to make it profitable for advertisers to use all these papers:

Sunday School Times,
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.
BALTIMORE.
Baltimore Baptist.
Episcopal Methodist.

1 inch Costs in These 14 Weeklies

1 time.	1 month.	3 months
$32.90	$118.44	$342.16

Over **260,000** Families Are reached every time. Try it.

The Religious Press Association,
Chestnut & Tenth Sts
Philadelphia, Pa.
(Mutual Life Building.)

NEWS INKS.

The News Inks manufactured by the

W. D. WILSON

Printing Ink Co. L't'd,

OF NEW YORK CITY,

cannot be excelled in quality by any Ink manufactured in the world.

Prices • Cannot • be • Beaten.

It will pay you to give them a trial.

SEND for PRINTED SPECIMENS and PRICE LISTS.

Special Discounts for Cash Orders.

ADDRESS

W. D. Wilson Printing Ink Co., L't'd.,

140 WILLIAM STREET,

NEW YORK.

THE HOUSEWIFE



The Housewife Subscription List,

Owing to very liberal advertising, will soon reach the **200,000** mark. Line rate will then be advanced to **$1.00.** Send in your orders now and get the benefit of the present low scale of prices.

PRESENT ADVERTISING RATES.—Ordinary displayed advertisements, **80 cents** per agate line.

DISCOUNTS.—3 months, or 100 lines, 5 per cent.; 6 months, or 250 lines, 10 per cent.; 12 months, or 500 lines, 20 per cent.

COVER RATES.—¼ page (170 lines), **$100.00**; ½ page (340 lines), **$175.00**; 1 full page (680 lines), **$300.00.**

COVER DISCOUNTS.—3 mos., 5 per cent.; 6 mos., 10 per cent.; 12 mos., 20 per cent. Bills payable monthly. Cash with order from advertisers unknown to us.

HOUSEWIFE PUBLISHING CO., 111 Nassau St., New York, N. Y.

Advertisements accepted through any responsible Advertising Agency.

Don't kick



because your business is bad, but advertise If you don't know how to, write to us and we will tell you.

We will prepare your advertisement or give you advice and assistance to aid you in preparing it yourself. We will have the advertisement set in type and procure illustrations if any are needed. When a satisfactory advertisement has been produced we will furnish proofs and an electrotyped pattern to be used in duplicating the advertisement if the display or illustration make an electrotype desirable.

For this we will make a suitable charge and you will be under no obligation to avail yourself of our services further unless you wish more work done on similar terms.

We will also tell you what papers we would recommend you to contract with (if you ask us to do so): and will indicate the position in each that we think it desirable to attempt to secure—if the advertisement is of sufficient importance to warrant the trouble and pains needed to obtain a special position—and we will tell you what the publisher's schedule price for the service is; and what concession, if any, it appears to us reasonable to expect.

For this service we will make a reasonable charge: and you will be under no obligation to employ our service further—but may contract for the advertising by personal application to the publishers—by letter or otherwise—or may award an order to some advertising agency desirous of an opportunity to bid for the placing of your advertising. Or we will ourselves contract with the publishers for placing your advertisement on the best terms we are able to procure, and will require you to pay for the same no more than the exact net price that is accepted from us by the publisher, giving you the advantage of all special rates and agent's commissions and charging for our service a reasonable fee that may be arrived at by a percentage or an outright round sum to be fixed by agreement.

Address GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., N. Y.

You Shall Have Exactly What You Want,

And Pay a Fair Price For It.

The extensive advertising of our own business that it is our policy to keep up; the conspicuous position in which we are placed as managers of the oldest and best-known Advertising Agency; as the publishers of the American Newspaper Directory and of **Printers' Ink**, together with the fact that we are, to some extent at least, a recognized authority upon questions relating to newspaper circulation and advertising rates, brings to us a good deal of correspondence which cannot profitably be answered, yet must not be ignored.

We receive many calls for an estimate of the cost of a line of advertising, from persons who may or may not have a good understanding of the amount of work involved by compliance with the request, or who may or may not have a real intention of doing the business concerning which they ask for prices.

A neglect or refusal to make such estimates when asked for sometimes causes embarrassment to persons who have inquired in good faith, while, on the other hand, to comply with the request in all cases involves such an amount of labor that there is a temptation to dispose of some such inquiries without giving them the thorough care and attention that would be desirable if the inquirer were known to be so much in earnest in the preferment of his request as to be willing to assume the expense incident to a careful compliance with it.

For the purpose of meeting the requirements of all such cases we have issued the proposals to advertisers that here follow:

We will prepare your advertisement or give you advice and assistance to aid you in preparing it yourself. We will have the advertisement set in type and procure illustrations if any are needed. We will furnish proofs and an electrotyped pattern to be used in duplicating the advertisement if the display or illustration make an electrotype desirable.

For this we will make a suitable charge and you will be under no further obligation to avail yourself of our services unless you wish more work done on similar terms.

We will tell you what papers we would recommend you to contract with if you ask us to do so. We will tell you what the publisher's schedule price for the service is, and what concession, if any, it appears to us reasonable to expect.

For this service we will make a reasonable charge, and you will be under no obligation to employ our service further—but may contract for the advertising by personal application to the publishers—by letter or otherwise: or may award an order to some advertising agency desirous of an opportunity to bid for the placing of your advertising: or we will contract with the publishers for placing your advertisement on the best terms we are able to procure, and will require you to pay for the same no more than the exact net price that is accepted from us by the publisher, giving you the advantage of all special rates and agent's commissions and charging for our service a reasonable fee that may be arrived at by a percentage or an outright round sum to be fixed by agreement.

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., N. Y.

Why Don't You Have A Prize Advertisement Prepared ?

A short time since we offered a premium of $50 for the best advertisement calculated to bring business to us. The advertisements submitted in competition for this prize will shortly be printed in a small pamphlet which will be sent free to any address on application. It may be that the advertisement to which the prize of $50 was awarded is not absolutely worth that sum for its mere preparation; yet it cannot be doubted that for the $50 paid, an unusual amount of care and talent was devoted to the object of preparing a good advertisement for our Newspaper Advertising Agency, and certainly some of the advertisements prepared are excellent.

The point now in mind is this: whoever would spend $1,000 in advertising had better pay $100 for the preparation of a good advertisement than to proceed with a poor or inferior one. That an offer of a premium in one issue of **Printers' Ink** should produce so many well-written advertisements goes to show that a similar offer will produce as many or more. We suggest, therefore, that whoever wants an advertisement written shall avail himself of this paper and make his offer here.

You can set forth your wants fully in a one-page advertisement at a total cost of Fifty Dollars.

Address GEO. P. ROWELL & CO.,
Publishers of PRINTERS' INK,
10 Spruce St., New York.

What "Printers' Ink" Is Good For.

In **Printers' Ink** for December 3rd an advertiser offers a reward of $100 to any one who will unfold to him the best scheme for investing $5,000 in advertising his business. In the issue of December 10th another advertiser offers $100 for the best motto to be used in connection with his trade mark to form an advertisement. In **Printers' Ink**, issue of November 5th, the Seth Thomas Clock Co. offered paper weight clocks ("with an advertisement upon the dial of the article to which you wish to call attention"). The cost of inserting that advertisement was $50. Within 30 days from its appearance the Seth Thomas Clock Co. had sold 1,448 clocks from that advertisement and had out several estimates not yet heard from; among them being a proposal from one house for five thousand clocks. The offer of $50 reward for the best advertisement setting forth the merits of Geo. P. Rowell & Co's Newspaper Advertising Bureau produced specimen advertisements numbering more than 200 and emanating from 129 different sources. Verily **Printers' Ink** is a medium for the exchange of ideas about advertising.

Advertising rates **25** cents a line or **$50** a page.

Address GEO. P. ROWELL & CO.,
Publishers of PRINTERS' INK,
10 Spruce St., New York.

Miscellanies.

A FORTUNE DISSIPATED.

Ten million dollars!
He read the words
And eagerly did scan them,
As o'er and o'er and o'er again
He feverishly ran them.
Perhaps a fortune was at hand!—
And how might it be had!—
Then he gave a sigh and he kicked himself—
It was only the head of an "ad."
—*Henry V. Cory, in Chicago Figaro.*

An Inducement.—Merchant: I don't want your paper.

Canvasser—If you will subscribe, I will see that a good obituary of you will be published in the paper when you die.—*American Stationer.*

Paradoxical.—"Any fresh news from Brazil?" inquired the Horse Editor.

"How can the news from Brazil be fresh," returned the Snake Editor, "when it has to come through thousands of miles of ocean cable?"—*Jersey Blue.*

Foreman—I see they've established a whisky still in this county.

Editor—I knew it! But we'll keep this town dry if we have to build a fire under it. Haven't we got a jug here, somewhere?—*Atlanta Constitution.*

In a Soft Coal Town.—Editor: Johnny, is that your cigarette that is shriveling the atmosphere in this office?

Office Boy—Naw; it was de feller 'at brung in de article on de "smoke nuisance."—*Indianapolis Journal.*

A Liberal Publisher.—Primus: I wonder what it cost Ward McAllister to have his book accepted by a publisher.

Secundus—Oh, I expected it was taken at the usual advertising rates.—*Munsey's Weekly.*

Great Success.—"Did you ever have anything accepted by the *Decade?*"

"Yes. They took two things of mine."

"Were they published?"

"One was. It was a soap advertisement. The other thing they took was a postage stamp."—*N. Y. Sun.*

Philadelphians who have such pleasure in obituary notices in their favorite papers are surprised and chagrined to learn that at the settling of an estate the undertaker got $217.37, the monument man received $550 and a newspaper man was allowed only $2.70 for an obituary notice.—*Montreal Herald.*

"Marie," said Scribbleton, as he awoke in the middle of the night, "do you hear that mouse rattling the paper in the waste-basket?"

"Yes; is there anything that you wrote in it?"

"Yes."

"Well, I'm going to get up and rescue the mouse."—*Ex.*

No Need of Haste.—Weary Reporter: Any assignment for me to-day?

City Editor (briskly)—Yes. Go to Delaware and get a job in a powder mill, and when an explosion occurs write it up.

Reporter—Write it up?

City Editor—Well, you can wait till you come down.—*Brooklyn Life.*

To Prove it Wasn't Veal.—Guest (in restaurant): Waiter, there's a lot of feathers in this chicken salad!

Waiter—Yes, sir. We puts 'em in not ne'ssarily for publication, but as a guarantee of good faith.—*Texas Siftings.*

A Clear Case.—"Don't get so hot. You say he's libeled you, but then you stop. What did he say?"

"He said I talked like a book."

"That's no libel."

"But he specified the book. It was McAllister's.—*Indianapolis Journal.*

Seasonable Humor.—Sanso: Why are you writing so many jokes about Adam and Eve just now?

Spacer—I want my humor to be seasonable.

Sanso—I don't understand.

Spacer—Why, this is the fall, isn't it?—*Town Topics.*

Interpreter—Chief Wangdo wants no more beads and brass wire; he says you cannot cross his country unless you agree to pay his price.

African Explorer—What does he want?

Interpreter—Two-thirds of the royalties on your next book.—*Ex.*

Teacher—Now, children, here we have the word "intuition." Who can tell me what it means?

Phenomenally Bright Scholar—Intuition is that faculty of the human mind which enables a person to distinguish at a glance a patent medicine advertisement from a real news article.—*The Jury.*

A certain individual, whose breath is not to be compared with the odor of jasmine, ran into the office of an editor, saying: "I am in a terrible hurry, so much so that I am almost losing my breath."

"My dear fellow," remarked the editor, grasping him by the hand, "you are to be congratulated if you lose it."—*Australian Star.*

An ingenious four-year-old boy uptown amazed his father a day or two ago by swaggering into the parental presence with the remark: "Papa, I've made a good motto for undertakers to put in their shop windows." And the indulgent father, preparing to look amused, asked: "What is it, my son?"

"Why, this," explained the youngster: "'You kick the bucket; we do the rest.'"—*N. Y. Evening Sun.*

A Californian paper announced that "A lady who was to sing in the choir of the Catholic cathedral, of San Francisco, on New Year's Day would be well worth hearing, as she was one of the greatest sinners in the world." In his next issue the unfortunate editor explained that he had written "singers," and offered the most profuse apologies for the mistake, which he regretted the more because it was the lady's first appearance in their city.—*Australian Star.*

Saved From An Awful Death.—Briggs: I read in the paper the other day an editorial on the evils of drinking, and on the next page an article on the proper way to commit suicide.

Griggs—I suppose by that time you felt like committing suicide, didn't you?

Briggs—Precisely. But just then I met the editor.

Griggs—What did you do?

Briggs—We both took a drink.—*Brooklyn Life.*